

... Babson's Annual Forecast

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17. Owing to the lack of airport facilities and to inadequate equipment, there will be increasing airplane accidents during 1962.

18. With all the above changes, plus increased public improvements and longer vacation periods, families must save somehow and cut somewhere. I think it will begin in 1962 with clothing. This will gradually become cheaper and more attention will be paid to color.

19. The time is approaching

when the weaving of cloth will be made like paper. Plastic coats are already on the market. These are produced by feeding the cellophane into a machine which cuts to desired sizes and bonds (not sews) the material into beautifully finished goods of different colors.

20. We will hear more about automation during 1962. But the cost of building automatic factories is so great that the change is coming slowly. Even electronics has been overemphasized.

21. There need be no unemployment among steel workers during 1962. But government unemployment figures will remain high. Foreign competition, due to low wages abroad, will be an important factor. Women will prefer to work in air-conditioned factories and have their home pantries filled with precooked foods.

22. Labor unrest will grow in extent and power. The Kennedy Administration is friendly to union leaders and their demands. There will be demands for more "fringes" in

1962. A steel strike is possible.

23. This means that with increased taxes, prices of retail products will be higher. This will be blamed on "inflation" of money; but it will be due to inflation of living standards.

24. The real value of the dollar will decline slightly during 1962, due to the decrease in the productivity of labor. The electronics industry will temporarily suffer in 1962 if atomic warfare is outlawed. But otherwise the electronics industry will increase for some years to come and hold up the dollar

value. Watch polymer chemicals and "epoxy" cements.

25. There will be enough money for mortgages insured by the Federal Housing Administration in 1962. Plenty of money will be available for mortgages guaranteed by the Veterans Administration, although this supply varies with different sections of the country. Interest rates on conventional loans not having any government guarantees will be a little higher. Real estate people will worry about the public's desire to build, rather than about their obtaining mortgage money.

26. The kilowatt hours of electricity produced in 1962

will exceed the total of any previous year. This is favorable to utility preferences.

27. Steel production in 1962 will exceed this year's 100 million tons, but the increase will come from producing steel in colors.

28. Cement production will be about the same in 1962 as in 1961, but the industry's capacity to produce is increasing too rapidly in view of the demand. The cement manufacturers must give more attention to colors.

29. Expenditures for plant and equipment in 1962 will increase, supplemented by large appropriations for repainting

factories and offices in many colors.

30. Newspaper production depends upon the number of newspapers and the amount of advertising sold. I forecast a decline in the amount of newspaper sold during 1962, but advertising receipts may increase through the better use of colors. This may result in the increased use of coated paper or better take color printing, with a 50 per cent increase in advertising rates.

31. Furniture manufacturers are marking up prices so that young couples will buy furniture in the raw and paint same themselves.

32. There will be some increases in color TV sales in 1962. In fact, I think the present TV market is far from being saturated.

33. First-class postage rates will not be increased during 1962. Hence, more money will be spent on direct mail selling. This should help job printers in 1962, as their present margin of profit is very small. Billboard advertising will increase during 1962, due to a new kind of paint.

34. Lumber will do well to hold its own in 1962 and much of it will be sold colored. Wall-to-wall carpeting will become even more popular, reducing the price of the best hardwood floors.

35. Fewer "scatter rugs" will be sold in 1962. Rug dealers must go to brighter colors, even for "orientals."

36. One of the greatest developments during 1962 will be the increased use of color in homes, offices, stores, and factories. This should increase both the demand for and the price of good paint.

37. Exports will probably increase during 1962, but the surplus of trade in favor of the United States is constantly decreasing.

38. President Kennedy is encouraged by the recent elections in New York, New Jersey, and Texas. This Democratic trend will continue during 1962, notwithstanding former President Eisenhower's campaign speeches.

39. President Kennedy will be more favorable to "big business" in 1962 only when he is able to use big business to increase employment. Profit margins will not improve during 1962, although most industries will do better in terms of gross and volume.

40. Bond prices will not change much during 1962, except in the case of "non-taxables." European investors are buying American stocks and bonds feeling that their money is safer in United States industries and real estate. Even the first mortgage bonds of transcontinental railroads are being bought by Europeans. The manufacturers of West Germany are making huge profits through the use of new machinery and low wages. They are sending their money to the United States to be invested. They seem to prefer suburban real estate, shopping centers, and electric utilities. I hope they are not buying into too many "fly-by-night" new electronic companies.

41. Buying of Mutual Funds will continue to exceed selling in 1962. Considering that brokers make much more profit by selling Mutual Funds than by selling shares of individual stocks — and considering the thousands of salesmen selling Mutual Funds — this should help stock prices during 1962. Remember that the Mutual Funds operators must go to the New York Stock Exchange to purchase stock to support these Mutual Funds which

salesmen are selling in the field.

42. The so-called "service industries" — including education, beauty parlors, travel, entertainment, and government positions — should prosper in 1962.

43. Among the fastest growing industries in 1962 will be the plastic and glass industries. These materials will gradually take the place of wood, stone, cement, and even some metals — except these are color! Plastics and glass will become more important building materials and perhaps be used much more for automobiles.

44. Some unexpected event or discovery will cause the Dow-Jones Industrial Average to sell much higher during the next few years. As an illustration of what one of these unexpected events will be, I mention the polymer developments in chemistry, including "DNA" and "RNA," which may provide the source of life and extend it — yes, perhaps restore it, in special cases.

45. I am bullish on Canada for safe investments during 1962. Canada has a small population of only about 18,000,000, but it is rich in natural resources and has a sound, progressive government. I do not expect a nuclear war to be started by Russia; but if it comes, Canada will be a good place to live and to have your money invested.

46. South and Central America also have great natural resources; but most of their countries are ruled by selfish dictators. I believe most of our southern neighbors will suffer from serious inflation during 1962 and become a great problem for the United States.

47. Although the countries of Europe could be the greatest sufferers in case of World War III, the people I meet in Europe fail to realize this. I forecast that they will look at the situation more realistically during 1962.

48. West Germany is very prosperous; East Germany is in terrible condition. Much unemployment exists in Italy, France, and even Great Britain. I advise against investing money in Europe during 1962.

49. I am uncertain how to advise about Africa. But it is very rich in natural resources — including gold, diamonds, and almost every metal — as well as having the greatest undeveloped waterpower in the world. Barclays Bank I am personally acquainted with and recommend. Both Barclays and the Standard Bank are owned in England and have a great many branches; the latter has over 850 branch offices in Africa. Readers who are interested in keeping in touch with Africa may secure free of charge the Standard Bank Monthly Review by writing the Standard Bank of South Africa, 10 Clement Lane, London, EC 4. The banking of Northern Africa is controlled by the French. I would advise against putting money into Northern Africa during 1962.

50. The final result of 1962 — whether it will make us a stronger or a softer nation — spiritually, physically, and mentally — depends upon our parents, teachers, preachers, and newspaper publishers. These, and not Russia, hold the future of the United States in their hands.

Thank You...
... for helping in the fight against tuberculosis. For your Christmas Seal contribution, for your generosity with time and effort, our heartfelt thanks. Your TB association could not get along without your help.
Thank you very much... from your TB association

First Lutheran Church
1725 Flower, Torrance
NEW YEAR'S EVE Family Worship
8:00, 8:45, 9:45, 10:45 p.m.
Candlelight Service - 7:30 p.m.

Your "Magic Carpet" to Savings!



PORK LOIN ROAST
END PORTION, (EITHER END) LB.
39¢
Whole Loin LB. 49¢
Center Cut Pork Loin Chops LB. 79¢

USDA CHOICE U.S.D.A. GRADED CHOICE BEEF ONLY
TAILS & EXCESS FAT REMOVED BEFORE WEIGHING
T-BONE STEAK LB. **\$1.05**
ANY THICKNESS
ROUND STEAK LB. **79¢**
OVEN READY
RUMP ROAST LB. **79¢**
MELON CUT RUMP ROAST, LB. 89¢
BONELESS
TOP SIRLOIN STEAK LB. **\$1.39**

Delicatessen
HORMEL, RATH'S BLACK HAWK OR MORRELL'S PRIDE
FRANKS 1-LB. PKG. **49¢**
FOR YOUR HOLIDAY SNACKS
GALLO—FROM OLD SAN FRANCISCO
SLICED SALAME 3-OZ. PKG. **29¢**
HEBREW NATIONAL GENUINE KOSHER
FRANKFURTERS, MIDGET BOLOGNA OR SALAMI CHUBS 12-OZ. PKG. **39¢**
MEDIUM
TILLAMOOK CHEESE LB. **59¢**
MARKET BASKET AMERICAN, PIMENTO OR SWISS
SLICED CHEESE 8-OZ. PKG. **29¢**
MARKET BASKET COLESLAW, MACARONI OR HEALTH
SALADS 16-OZ. CTN. **29¢**
LASCO — 6-OZ. BOT.
SOUR CREAM HERRING 12-OZ. BOT., 69¢

"It's fun to be a smart shopper"
IT'S FUN TO BE A SMART SHOPPER
That's the title of a special booklet in the January issue of Family Circle Magazine. A booklet full of ideas to help you in your food shopping and meal planning. Included is a collection of budget-stretching recipes.

Top Quality Meats
RATH BLACK HAWK HONEY GLAZED HICKORY-SMOKED DELUXE QUALITY
CANNED HAMS 5-LB. CAN **\$5.49**
JUST HEAT N' EAT

ROCK CORNISH GAME HENS 16-OZ. MINIMUM NET WT. **69¢**
CHOOSE YOUR FAVORITE PART—FRESH, PAN READY
KING SIZED FRYING CHICKEN PARTS
MEATY **DRUMSTICKS** LB. **49¢**
BREASTS OR THIGHS YOUR CHOICE LB. **55¢**
WINGS FLAVORFUL LB. **25¢**
FRESH **GROUND BEEF** LB. **39¢**
FRESH **GROUND SHOULDER** LB. **59¢**
FRESH **GROUND ROUND** LB. **69¢**
SWIFT'S PREMIUM OR FARMER JOHN EASTERN
SLICED BACON 1-LB. PKG. **59¢**
CORN KING BRAND, 1-LB. PKG., 49¢
ASSORTED COLORS
Zee Napkins PKG. OF 50 **10¢**
Lunch Bags PKG. OF 50 **25¢**
Sandwich Bags 3 PKGS. OF 50 **25¢**
HIGHLY UNSATURATED
Crisco PRICE INCLUDES 5¢ OFF—3-LB. CAN **79¢**
LAURA SCUDDER'S
Peanut Butter 16-OZ. JAR **43¢**
UNDERWOOD
Deviled Ham 4 1/2-OZ. CAN **33¢**
2 1/4-OZ. CANS, 2 FOR 33¢

Fruits and Vegetables
EXTRA FANCY WASHINGTON WINESAP
APPLES 2 LBS. **25¢**
RED
YAMS 3 LBS. **29¢**
FANCY NORTHERN
TOMATOES LB. **19¢**

Frozen Foods
SWANSON SHRIMP, PORK LOIN, TURKEY, CHICKEN, BEEF, HAM, CHOPPED SIRLOIN
DINNERS EACH **49¢**
OH-BOY CHEESE
PIZZA 8-OZ. SIZE **39¢** 16-OZ. SIZE **69¢**
PEPPERONI, 19-OZ., 79¢—SAUSAGE, 9 1/2-OZ., 49¢
XLT
TACO-ETTES PKG. OF 6 **29¢**

COFFEE 1-LB. CAN **59¢**
2-LB. CAN, \$1.19
SUNSHINE Snack Crackers 8-OZ. PKG. **25¢**
GARLIC CORN, 8-OZ. PKG. **25¢**
CHEEZITS, 10-OZ. PKG. **25¢**
PRETZELS, 8 1/4-OZ. PKG. **25¢**
Mixed Nuts 13-OZ. CAN **75¢**
CHALLENGE FIRST QUALITY Butter GRADE AA 1-LB. CTN. **69¢**
PRIORITY LIGHT MEAT Tuna CHUNK STYLE 9 1/4-OZ. CAN **35¢**

CANTEEN CUT GREEN BEANS 2 15 1/2-OZ. CANS **23¢**
APPLE TIME APPLE JUICE 5 29-OZ. CANS **\$1.00**
DUNCAN HINES EARLY AMERICAN VARIETIES CAKE MIXES 3 14-OZ. PKGS. **\$1.00**

CHIEF BOY-AR-DEE REGULAR Pizza Pie Mix PRE. **45¢**
WITH SAUSAGE, PKG., 49¢
LIBBY'S WHOLE **Sweet Pickles** 12-OZ. JAR **35¢**
LIBBY'S 4-OZ. CAN **19¢**
Vienna Sausage **19¢**
JERSEYMAID Cottage Cheese PT. CTN. **25¢**
QT. CTN., 49¢

ALL IN HEAVY SYRUP GLORIETTA FRUITS
WHOLE PEELLED APRICOTS, SLICED OR HALVES FREE, STONE PEACHES, BARTLETT HALVES PEARS
YOUR CHOICE 3 30-OZ. CANS **\$1.00**

ALL 1961 BOXED CHRISTMAS CARDS
1/2 PRICE WHILE THEY LAST

DUNDEE FRESH EGGS LARGE GRADE AA
DOZEN IN CTN. **43¢**

HEINZ KETCHUP 14-OZ. BOT. **19¢**

DOLE SLICED PINEAPPLE 2 14-OZ. CANS **39¢**

CHIFFON Toilet Tissue 2 ROLL PKG. **23¢**
FOR REAL SOFT WATER USE
Rain Drops 24-OZ. PKG., 33¢ 56-OZ. PKG. **49¢**
LIQUID
Lux Detergent 22-OZ. BOT. **55¢**

Sundries
COMPARE OUR REGULAR LOW PRICES ON
HEALTH & BEAUTY AIDS
with Prices at ANY STORE, ANYWHERE!
HERE ARE SOME EXAMPLES:
BAYER ASPIRIN 100 TABS. 73¢ 83¢
LISTERINE ANTISEPTIC 12-1/2 FL. OZ. 59¢ 46¢
VICKS Vapo Rub 8 1/2 FL. OZ. 89¢ 75¢
TUMS—BOTTLE OF 100 83¢ 75¢
DRISTAN—BOTTLE OF 24 98¢ 85¢
ANACIN—BOTTLE OF 50 79¢ 61¢
PRELL SHAMPOO 16 1/2 FL. OZ. 89¢ 76¢
BRYLCREEM—5-OZ. TUBE 89¢ 75¢
GLEEM TOOTHPASTE 4 1/2 FL. OZ. 53¢ 49¢
PEPSODENT TOOTH BRUSH Hard or Medium 69¢ 63¢

SAFEGUARD YOUR VALUABLE RECORDS
PORTA-FILES ALL METAL \$2.75 VALUE COMPLETE WITH LOCK & SET OF A TO Z FOLDERS **\$1.99**
DOUBLE WALL CONSTRUCTION. HOT DRINKS STAY HOTTER—COLD DRINKS STAY COLDER.
INSULATED MUGS 39¢ VALUE **29¢**
12 1/4" x 9 1/2" TRAYS 24" HIGH
KING SIZE T.V. TRAYS \$1.98 VALUE **\$1.29**
ASSORTED PATTERNS.

Market Basket
Add Sales Tax to Taxable Items
BLUE CHIP STAMPS

1401 S. Hawthorne Blvd.
REDONDO BEACH
Next to Zody's Department Store

129 Lomita Ave. at Main
WILMINGTON

Those "CERTAIN DAYS"
are no different for the girl who wears
H&G ALL NYLON SANITARY PANTIES
• No belt necessary
• Skin-smooth under girdle or swim-suit
• Dries instantly
• Moisture-proof crutch
• Guaranteed for one year
\$1.59
THRIFTY Drug Stores